GERMANY AT SXSW 2018

Ace Tee
Sea Moya
Lali Puna
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WUNDERBAR MUSIC GUIDE 2018

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WUNDERBAR
NEXT GENERATION Krautrock & Conny Plank
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INITIATIVE MUSIK

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The Initiative Musik extends a very warm and enthusiastic welcome to the SXSW 2018 Music Festival. One of the main goals of Germany’s export office Initiative Musik is to promote emerging German talents. Included in this brochure are some of the highlights at the SXSW Music Festival 2018 as well as information about the German music scene.

Over six days, the stages at GERMAN HAUS will host a lineup of inspiring keynotes, pitches, and talks on a wide array of topics in the German digital, startup, film, and music industries. Join international professionals at the joint German trade show booth GERMAN PAVILION and at the GERMAN HAUS, just five minutes from the Austin Convention Center. GERMAN HAUS is once again taking up residence in the popular Barracuda music club, a superb location for concerts. We are very pleased to be presenting more than twenty promising bands at SXSW 2018 on Barracuda’s two stages — running the gamut from hip-hop to pop to rock music — and assisting them with their international activities in the world’s largest music market. Come hear for yourself how exciting and diverse music created in Germany can be at the GERMAN HAUS and other clubs during the SXSW Music Festival.

Furthermore, we would especially like to invite you to the WUNDERBAR DAY at the GERMAN HAUS on Wednesday, March 14 for exciting showcases by the “Next Generation Krautrock.”

With this in mind, I hope you have an inspiring time at SXSW. We’re looking forward to seeing you here!

Sincerely,

PROFESSOR DIETER GORNY, CHAIRMAN OF THE INITIATIVE MUSIK ADVISORY BOARD

ON THE MOVE

GERMANY’S MUSIC SCENE CONTINUES TO EMANCIPATE ITSELF

Author: NORMAN FLEISCHER

IT ALL COMES DOWN TO KRAFTWERK IN THE END, DOESN’T IT?

The fact that the iconic German electronic pioneers just won a Grammy for their compilation ‘3D KATALOG’ only four years after receiving a Lifetime Achievement Award can be seen as a synonym for the German music scene.

Neoclassic composers like Nils Frahm, Martin Kohlstedt, or Volker Bertelmann aka Hauschka take their virtuosic compositions way beyond the borders of their home country. Frahm’s critically praised new album “All Melody” made it onto a large number of international hit lists while Hauschka’s contribution to the “Lion” score resulted in a nomination for an Academy Award. Electronic masterminds Mouse On Mars helped acclaimed American independent rock heroes The National with the production of their latest, recently Grammy-awarded album. In return, members of the band will be featured on the new album of the German duo, next to international heavyweights such as Beirut and Bon Iver. Well, you should get the pattern by now: German music is a wonderfully connected creative affair these days, one that happens to show up in the most unusual places.
If you look at the German musical landscape, you will also notice a vital outburst of new musical energy. Amazing female artists like R&B artist Ace Tee, rap duo SXTN or self-proclaimed ‘ghetto pop’ gal Haiyi take the urban music genre to new heights as they find their own independent style and language. Berlin-based duo Gurr show their creative energy in their reinvention of independent garage rock. Together with artists like Die Nerven, Drangsal, and Isolation Berlin they are proof, that the infamous German punk spirit is very much alive. New talent is surfacing on a new exciting scale, ready to leave the underground and always true to their creative principles. A natural stubbornness that grew within this new generation of German artists which makes it even more enjoyable and worth discovering at SXSW Music Festival 2018.

So, German music can indeed be a lot of things simultaneously these days. You can have Robin Schulz playing in front of thousands of ecstatic Ibiza ravers right next to established metal heroes Heaven Shall Burn, cloud rap shooting star RIN and an established vanguard group like Einstürzende Neubauten. The fact that their lead singer, Blixa Bargeld, recently appeared on a record by famous cross-over rapper Casper right next to art pop band Sizarr and US rockers Portugal. The Man is another fine example of that dynamic. It’s all connected. The kids and grandchildren of Kraftwerk have grown up, they are hungry and ready to present their music to the world.
Konrad „Conny“ Plank was undoubtedly one of the most innovative and visionary sound designers of his time. “It was the hippies who fell in love with machines”, Dave Allen, producer of The Cure, once said about working at Conny’s legendary studio: An almost mythical place that had become synonymous with the ingenious musical passion of and true innovation by the German producer. The recordings realized in his self-built sound studio near Cologne between the 60s and 80s, revolutionized the music world. Bands and artists such as Kraftwerk, Neul, Can, Whodini, Brian Eno, DAF, Gianna Nannini, and the Eurythmics have stressed the influence of Conny Plank’s approach to music production has had on their work.

Twenty-five years after Conny’s untimely death, Stephan Plank along with co-director Reto Caduff, went in search of the man whom he had often seen only behind the mixing console when he was a young child. It also became the search for his father’s artistic legacy, an intimate portrait and personal account of his life and work, giving a voice to friends and creative companions such as Annette Humpe, Midge Ure of Ultravox, members of the Scorpions, Devo, and many more. Private and for the most part never-before-seen archival footage is interspersed with personal interviews in which musicians provide insight into Conny’s meticulous and highly sensitive manner of working.

Join Milena Fessmann for an intimate conversation with Stephan Plank and a Special Guest on a fascinating journey through the history of German and international pop music in the 1970s and 1980s and their very personal account of the life and work of Krautrock pioneer and music visionary Konrad “Conny“ Plank (1940-1987).
From the haircuts to the shirts, from the sound to their visual representation, it appears as if Cologne’s Blackberries rather belong in the late 1960s. Once you experience the four-piece band live on stage, you immediately sense that they are so much more than a retro music dream. Blackberries sometimes seem to almost lose themselves in their krautrock-inspired psychedelic anthems, something that’s quite addictive to the audience as well. Their music is driven by an undeniable groove, packed with tender twists and turns, but also their love for a good melody. Blackberries take the best of the past and put it into the here and now. Even a familiar sound gets a contemporary notion when it is performed with the unique mix of authenticity and playfulness these gentlemen show. And it looks as if Blackberries have no intention to slow down anytime soon. They released not one but two albums back in 2016, received praise from national music media institutions like Intro and Musikexpress and are currently busy working on their next musical release. The German tradition of psychedelic rock is in good hands with these guys and the chance you will find yourself under their musical spell is pretty high.
Let’s be honest, the concept of a Techno Marching Band could only have been realized in Germany. The idea of mixing these two worlds feels so odd, so out of place and almost ridiculous that it was just destined to become a success. MEUTE is the manifestation of a sensation, the triumphant proof that the clash of musical worlds can result in something truly unique ... and heavily entertaining. Shaped by more than 150 live shows, carried by a continuously increasing European fanbase and armed with their recently released debut album “TUMULT”, the dancefloor-affine dozen is facing the future with a burst of confidence. MEUTE is the German word for ‘pack’ and that instinctively calls for a certain amount of chaos which resonates with the unparalleled euphoric live experience provided by the gang. Their rework of famous deep house and techno tunes with the help of brass and drums and their undeniable talent for showmanship, result in serial floor fillers, creating the truly unique and addictive MEUTE sound. A joyful celebration of live music, dance, creative madness, and much needed positive vibrations. All aboard the b(r)ass-driven bandwagon, girls and boys!

What is structure within music anyway? Highly subjective, right? “I had a good time ignoring popular music”, certifies Cico Beck when speaking about “Meshes”, the latest release of Joashino, the joint musical project with Nico Sierig. The sound and vision of Bavarian producer Cico Beck is all about electronic exploration. Pushing his own limits and exploring the fun of destruction. Experts might feel a bit of the floating appeal of fellow countryman Nils Frahm, the jazzy groove of UK’s Four Tet, and also the downbeat notion of legendary Board Of Canada in the sound of Joashino, but Cico Beck makes clear that they created their own musical microcosm. “I wanted the music to be more raw, intuitive and playful”, he explains, taking the project back to its roots. The result is difficult to grasp and that might be the best compliment you can give these young gentlemen. However, if you draw a parallel to German indietronic institution The Notwist you are not too far from the truth, as Cico Beck has been a crucial part of the band’s live setup for a couple of years now. Joashino will persevere to explore the extraordinary in their sound and it is obvious that this adventurous ride will overcome all structural obstacles.

MEUTE

CITY Hamburg
LABEL TUMULT
CURRENT RELEASE TUMULT
WEBSITE www.meute.eu
CONTACT Thomas Burhorn, thomasburhorn@meute.eu

JOASIHNO

CITY Munich
LABEL Alien Transistor
CURRENT RELEASE Meshes
WEBSITE www.joashino.de
CONTACT Christoph Beck, booking@joashino.de

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Band Portraits
Timetable 6
TIMETABLE  MUSIC FROM GERMANY AT SXSW 2018

ACE TEE
3/12 10PM  @Barracuda
3/14 10PM  @Paradiso
3/14 TBA  @Waller Ballroom
3/15 10PM  @Friends

ALICE
3/14 4:30PM  @Barracuda
3/15 11PM  @Friends
3/16 TBA  @Esther’s Follies

ANDREW APPLEPIE
3/11 11PM  @Barracuda
3/13 10PM  @The Iron Bear

BLACKBERRIES
3/10 10:10PM  @Barracuda
3/11 11:45PM  @Conv. Center
3/12 8:30PM  @Barracuda
3/15 4PM  @Second Play Stage
3/16 6PM  @Second Play Stage
3/16 12AM  @Esther’s Follies

DAVID GTRONIC
3/12 8:50PM  @Barracuda
3/14 1AM  @Friends

EMMA ELISABETH
3/16 10PM  @Palm Door on Sixth
3/17 12PM  @International Day Stage, Convention Center

FENSTER
3/12 10:30PM  @Barracuda
3/13 7PM  @St David’s Historic Sanctuary
3/13 10:10PM  @Cheer Up Charlie

JOASHINO
3/12 12:02AM  @Barracuda
3/16 TBA  @Bungalow

KIM PETRAS
3/12 11PM  @Barracuda
3/15 8PM  @Barcelona

JOAN MOODS
3/15 9PM  @The Hideout

JOAN MOODS
3/12 9:30PM  @Barracuda
3/15 10PM  @The Hideout

LALI PUNA
3/13 7PM  @The Main II
3/14 12AM  @Highland Lounge
3/16 2PM  @International Day Stage, Convention Center

MARY OCHER
3/15 12AM  @Barcelona

MEUTE
3/14 11AM  @German Pavilion, Conv. Center
3/15 8PM  @Friends

MONOLOC
3/12 12:10AM  @Barracuda
3/15 9PM  @Barcelona

OY
3/15 10:30PM  @Barcelona

PEREL
03/10 9PM  @Barracuda
03/13 6PM  @Cannon & Bell Bar, Hilton Hotel
03/14 3PM  @Barracuda
03/14 11PM  @Fine South, Gentlem. Cloth. Store
03/15 9PM  @BD Riley’s
03/16 9PM  @Ethan’s House Show (DIY off loc.)
03/17 6PM  @Austin Taco Project

ROI PEREZ
3/12 8PM  @Barracuda
3/15 8PM  @The Hideout
3/17 TBA  @Hilton Canon Bell

RUNDSTAND
3/14 7PM  @Cannon & Bell Bar, Hilton Hotel
3/14 11PM  @Fine South, Gentlem. Cloth. Store
03/15 9PM  @BD Riley’s
03/16 9PM  @Ethan’s House Show (DIY off loc.)
03/17 6PM  @Austin Taco Project

SEA MOYA
3/12 12:10AM  @Barracuda
3/15 9PM  @Barcelona

WORLD BRAIN
03/10 9PM  @Barracuda
03/13 6PM  @Cannon & Bell Bar, Hilton Hotel
03/14 3PM  @Barracuda
03/14 11PM  @Fine South, Gentlem. Cloth. Store
03/15 9PM  @BD Riley’s
03/16 9PM  @Ethan’s House Show (DIY off loc.)
03/17 6PM  @Austin Taco Project

GEMMA RAY
3/12 10PM  @Barracuda
3/14 10PM  @Paradiso
3/14 TBA  @Waller Ballroom
3/15 10PM  @Friends

JAGUWAR
3/11 9PM  @Barracuda
3/14 4PM  @Barracuda
3/15 10PM  @The Hideout

KATIE ALEX EAGLE
3/14 11PM  @Barracuda
3/15 5PM  @Barcelona

JOHNNYSWIM
3/15 9PM  @The Hideout

KATIE ALEX EAGLE
3/14 11PM  @Barracuda
3/15 5PM  @Barcelona

KELVYN COLT
3/11 10:10PM  @Barracuda
3/13 7PM  @The Main II
3/14 12AM  @Highland Lounge
3/16 2PM  @International Day Stage, Convention Center

LINDA LEE
3/14 11AM  @German Pavilion, Conv. Center
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**GERMAN HAUS**

**SAT 03/10**
**8PM-2AM**
**GERMAN HAUS INTERACTIVE OPENING PARTY**
Presented by Baden-Wuerttemberg & Hessen

LIVE ON STAGE:
EMMA ELISABETH, HEARDIS!, SEA MOYA, DJS & ELIAS AGOGO

**SUN 03/11**
**8PM-2AM**
**MUNICH MUSIC NIGHT**

LIVE ON STAGE:
ANDREW APPLEPIE, JOASIHNO, LALI PUNA, DJ MARCUS GRASSL (ALDA INPUT)

**MON 03/12**
**8PM-2AM**
**HAMBURG X BERLIN**
MUSIC & INTERACTIVE NIGHT

LIVE ON STAGE:
ACE TEE, ALICE PHOEBE LOU, EMMA ELISABETH, FENSTER, GEMMA RAY, JAGUWAR, LINDA LEE, PEREL, WORLD BRAIN

**WED 03/14**
**2PM-5PM**
**WUNDERBAR LIVE**
NEXT GENERATION KRAUTROCK

LIVE ON STAGE:
BLACKBERRIES, JOASIHNO, MIDGE URE, SEA MOYA

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**MORE MUSIC**

**THU 03/15**
**7PM-2AM**
**REEPERBAHN FESTIVAL SHOWCASE**

ACE TEE, FISHBACH, JADE BIRD (ANCHOR 2017 WINNER), MEUTE, VITA AND THE WOOLF

**THU 3/15**
**7PM-2AM**
**WOMEX – SHOWCASE**

The World Music Expo by Pirahna Arts Berlin

PIERRE KWENDERS (DR CONGO/CANADA), YEMEN BLUES FEAT. OMER AVITAL (ISRAEL), ALSARAH & THE NUBATONES (SUDAN/USA), GRUPO REBOLU (COLOMBIA/USA), MOKOOMBA (ZIMBABWE), BOHEMIAN BETYARS (HUNGARY), DJ JIGÜE AND EL MENOR (CUBA)

**THU 03/15**
**7PM-2AM**
**BERLIN BEATS**
Presented by Musicboard Berlin

LINDA LEE, MONOLOC, PEREL, ROI PEREZ

**THU 03/15**
**8PM-2AM**
**Barcelona**
209 E 6TH ST

LIVE ON STAGE:
BLACKBERRIES, JOASIHNO, MIDGE URE, SEA MOYA
Songwriter Alice Phoebe Lou started her career on the streets of Berlin where she quickly gathered a dedicated following. Suddenly the young lady with the powerful voice was able to fill middle-sized clubs without a big label behind her. Years later, she’s still managing her career on her own terms and that recently also resulted in her song “She” appearing on the shortlist for the Academy Awards.

CITY Berlin
LABEL Duchess Box Records
CURRENT RELEASE She
WEBSITE www.alicephoebelou.com
CONTACT Gorka Odriozola, gorka@mantaraymusic.com

If everything’s about music, why not make music out of everything? Berlin-based producer Andrew Applepie loves to build his futuristic electropop out of a variety of instruments, from traditional guitars, to kitchenware and exotic contraptions he found while travelling. The result might sound heavily sample-influenced but it’s Applepie himself who recorded everything. Expect ambitious everyday adventures here.

CITY Berlin, Munich
LABEL Fett Music
CURRENT RELEASE Hanging Out, Playing Video Games, Writing Songs
WEBSITE www.andrewapplepie.com
CONTACT Julia Pelizzari, contact@fettmusic.com

At first sight, the sound of the German language and the soulful vibe of R&B shouldn’t get along. But then there’s Tarin Wilda aka Ace Tee who make it sound so easy that you won’t dare to argue against it. The impact of her video “Bist du down?” was sensible beyond her hometown Hamburg, from Vogue to The Fader, NPR and The Guardian. The young lady with Ghanaian roots is ready to bring “Tee Time” to the whole world.

CITY Hamburg
LABEL Four Music
CURRENT RELEASE Tee Time EP
WEBSITE www.ace-tee.com
CONTACT Lennart Wasmund, lennart@nur-musik.de

Simplicity might be tempting for many techno producers but David Gtronic is keen to add musical twists and turns to it whenever there’s an opportunity. Known for his driven, percussive sound that often teams up with flourish organic elements the restless artist already released on labels as Vatos Locos, Suara, Monique Musique and Chelsea Hotel Records. A joyful celebration of techno is guaranteed at his set.

CITY Berlin
LABEL Black Wood Records
CURRENT RELEASE Kryptoo
WEBSITE www.facebook.com/DavidGtronic07
CONTACT booking@sleek-artists.com
EMMA
ELISABETH

Playing organ in a Frank Zappa cover band, being in a power pop girlgroup and even recording in German despite being Swedish: Emma Elisabeth’s biography already got more stories to tell than the ones of many artists. Still, it feels as if the catchy jangle indie-pop of her 2017 debut EP “We Gotta Talk” is as honest as it could be. Somewhere between The Bangles and Patti Smith she found a unique voice to tell her authentic stories.

CITY Berlin
LABEL –
CURRENT RELEASE We Gotta Talk
WEBSITE www.emma-elisabeth.com
CONTACT Vera Epp-Winter, vera.epp-winter@gizmo-management.com

FENSTER

After performing together for almost a decade now psychedelic pop outfit Fenster has become a solid force in the German underground and beyond as their music remains in a constant state of evolution. If legendary shoegazers Slowdive specifically asked you to be your support act, you did a few things right. Fenster just recorded their fourth album called “The Room” and it’ll probably surprise us once again.

CITY Berlin
LABEL Altin Village & Mine
CURRENT RELEASE The Room
WEBSITE www.fensterverfensterfenster.com
CONTACT Amande Dagod, amande@puschen.net

GEMMA RAY

For a decade now British artist Gemma Ray has been a constant creative force to measure with in Berlin’s ever-changing musical landscape. She previously collaborated with the late great Alan Vega of Suicide, the iconic Sparks, Howe Gelb, and members of Nick Cave’s band The Bad Seeds. New musical adventures by the forewoman of hypnotizing psychedelic folk arrives via a new album in September 2018.

CITY Berlin
LABEL Bronzerat
CURRENT RELEASE The Exodus Suite
WEBSITE www.gemmaray.tv
CONTACT Andy Zammit, andy@bronzerat.com

GATO PRETO

The African influence on Western pop is in full swing and Düsseldorf-based Gato Preto do everything they can to keep that fire burning. Their sound is a tropical bass thunderstorm of candy rain, riding on a wave of traditional rhythms with the approach of the contemporary afro-futuristic scene. The life-embracing energy and power of producer Lee Bass and vocalist Gata Misteriosa.

CITY Duesseldorf
LABEL Africa Future
CURRENT RELEASE Tempo
WEBSITE www.gatopretomusic.com
CONTACT Jens Damgaard, jens@damgaard-music.com
The story behind “The Essential John Moods”, the debut LP by Jonathan Jarzyna of Fenster starts at the Iberian coast where he spent the summer hiking along, armed with a mini-guitar on his back and a copy of Garage Band on his phone. Although Jarzyna later added a few additional instruments, the rough nature of this trip still shines through the LP that echoes the 60s and 70s soft rock/folk troubadours who inspired him.

JOHN MOODS

The cinematic shoegaze of the trio tends to sound like a serendipitous encounter between The Cure and Ride. Experts can also spot slices of My Bloody Valentine in the hazy sound of the dynamic band but in the end it’s always about them and their consequent audiovisual vision. Their latest album “Ringthing” underlines the ambitious approach and doesn’t need to hide its quality from the big influences.

KELVYN COLT

The world of Kelvyn Colt isn’t defined by borders, languages and genre limitations. The well-travelled artist, who says that he is ‘from the internet’, was born in Germany but raised bi-lingually by a Nigerian father and his German mother. Today, Colt constantly travels back and forth between Berlin and London to spread his urban sound, a globally thinking ‘state of the art’ mixture of trap, grime and R&B.

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CITY Berlin, Dresden
LABEL Tapete Records
CURRENT RELEASE Ringthing
WEBSITE www.facebook.com/jaguarmusic
CONTACT Marcel Gein, marcel@tapeterecords.de

CITY Berlin, Bingen
LABEL Four Music
CURRENT RELEASE LH914
WEBSITE www.kelvyncolt.com
CONTACT Line Rindvig, linerindvig@gmail.com

JOHN MOODS

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JOHN MOODS

CITY Berlin
LABEL Mansions and Millions
CURRENT RELEASE The Essential John Moods
WEBSITE www.mansionsandmillions.com
CONTACT Anton Teichmann, anton@mansionsandmillions.com

KIM PETRAS

Everything about Kim Petras screams ‘global stardom’, that much is for sure. From the catchy contemporary pop anthems, to the stylish music videos, support by Paris Hilton and Charli XCX and Millions of stream: It’s the time to shine for the young lady who grew up in Cologne. The fact that she’s the youngest person to receive gender reassignment surgery at the age of 16 is just a marginalia in this unique biography.

KIM PETRAS

CITY Cologne
LABEL AWAL/Kobalt
CURRENT RELEASE Heart To Break
WEBSITE www.kimpetras.com
CONTACT Patrizia Rogosch, patrizia@maverick.com
**LALI PUNA**

Despite running for two decades now, electronic outfit Lali Puna and their leading lady Valerie Trebeljahr constantly push the character of the project forward. Their most recent sixth album “Two Windows” delivers haunting sounds that follow the footsteps of bands like Caribou and Mount Kimbie. Trebeljahr wants to forge emotional connections via her music and thanks to her sensitive notion she surely succeeds.

CITY Munich
LABEL Morr Music
CURRENT RELEASE Two Windows
WEBSITE www.lalipuna.de
CONTACT Christian Morin, christian@headquarters-entertainment.de

**MARY OCHER**

Ever since Mary Ocher moved to Berlin in 2007 she became a crucial part of the local creative scene. Musician, songwriter, poet, visual artist, director and feminist cosmopolitan – Ocher is all of these things and way more. Her latest album, “The West Against The People” was released on Klangbad (of Krautrock pioneers Faust) and is a testament of the still very restless creative and headstrong artist.

CITY Berlin
LABEL Klangbad
CURRENT RELEASE The West Against The People
WEBSITE www.maryocher.com
CONTACT Mary Ocher, marycheeses@gmail.com

**LINDA LEE**

Anastasia Filippovna is not only co-founder of acclaimed web radio institution Berlin Community Radio but also a dedicated lover of tight beats, sharp raps and exotic grooves. Her alias Linda Lee delivers mixtapes that are always driven by a certain unpredictable character and a love for the underground’s next big thing. Every set is a new adventure for her and the listener but those trips deserve your participation.

CITY Berlin
WEBSITE www.berlincommunityradio.com/linda-lee
CONTACT Anastazja Moser, anastazja@berlincommunityradio.com

**MONOLOC**

In Berlin’s constantly changing and evolving electronic music scene producer and DJ Monoloc represents a darker and grittier side of the nocturnal club cosmos. His tracks play with the expectations of the audience by being quite hard and uncompromising as well as surprisingly multilayered at the same time. Praise from local heroes like Dixon, Âme and Redhåd as well as international festival performances underline that.

CITY Berlin
LABEL Dystopian, Afterlife
WEBSITE www.monoloc.net
In the face of our struggling world, Berlin-based duo OY dreamed themselves away to “Space Diaspora”, a future planet on which humans finally developed the ability to learn from their mistakes. Their latest album is a space opera, built around the story of that planet and carried by an electrifying mixture of jazzy synthpop with a soulful cosmic notion that really makes you believe in a utopian future.

CITY Berlin
LABEL Crammed Discs
CURRENT RELEASE Space Diaspora
WEBSITE www.oy-music.com
CONTACT Joy Frempong, joy@oy-music.com

ROI PEREZ

Holding a residency at Berghain’s legendary Panorama Bar surely isn’t the worst thing to have on your DJ vita. Ever since Israeli producer Roi Perez moved to Berlin in 2013 he slowly but steadily became a constant in the local scene. His long, eclectic sets really bring the concept of a musical journey to the dancefloor, keeping the listeners excited about what grooving twist awaits them behind the next corner.

CITY Berlin
LABEL DFA Records
CONTACT kathrin@ostgut.de

PEREL

There’s a hypnotic vibe in “Die Dimension”, the Perel debut release on acclaimed label DFA that just leaves the listener fascinated. The cosmic maelstrom of producer Annegret Fiedler and her ability to seamlessly blending Disco and House with belting Techno gives the sound of Perel a complexity that works beyond the club floor. Perel really adds an adventurous new element to the electro scene of Berlin.

CITY Berlin
LABEL DFA Records
CURRENT RELEASE Die Dimension
WEBSITE www.soundcloud.com/perel-music
CONTACT Alexandra Schütte, a.schuette@backroom-entertainment.com

SEA MOYA

Get ready for a rollercoaster ride through the fields of psychedelic grooves, afrobeat, German Krautrock traditions and contemporary electronica. Sea Moya take the best from Can to Toro Y Moi and build their own individual cosmos out of it. Like their music the band are restless travellers as their previous EP was recorded in the woods of the Baltic States and the upcoming debut album was written in the Italian Alps.

CITY Mannheim, Montreal
LABEL Heist or Hit Records (UK), Humming Records (GSA)
CURRENT RELEASE Baltic States EP
WEBSITE www.seamoya.com
CONTACT Elias Foerster, eliasfoerstermusic@gmail.com
WORLD BRAIN

The love of Lucas UFO for psychedelic melodies shouldn’t surprise one as he’s a steady force behind Berlin-based dream pop heroes Fenster. With his alter ego World Brain the French musician takes his love for catchy melodies with retro flavour to new heights. Being an expert when it comes to the clash of delicate lo-fi charm and ambitious songwriting World Brain creates something fresh with a familiar notion.

CITY Berlin
LABEL –
CURRENT RELEASE debut album release 2018
WEBSITE www.facebook.com/mondecerveau
CONTACT Amande Dagot, amande@puschen.net

INITIATIVE MUSIK

SUPPORT FOR MUSICIANS AND MUSIC COMPANIES FROM GERMANY

Initiative Musik is coordinating the German joint presentation at South by Southwest (SXSW) in Austin, Texas. SXSW Music 2018 will once again provide newcomer bands with an extraordinary opportunity to build international business contacts, especially in the American music market. Another focus is bolstering music venues that significantly contribute to maintaining cultural diversity in Germany. It represents Germany in international networks – such as the European Talent Exchange Programme (ETEP) – cooperates with other European music export offices, and initiates its own projects for promoting exports and up-and-coming artists. The spectrum of support combines both cultural and economic development. Initiative Musik’s Artist and Tour Sponsorships are intended for solo artists and bands living in Germany, especially newcomers, and further to help them gain a foothold in foreign markets. Criteria for promotion are primarily the artist’s originality and musical signature, but also the music’s commercial potential.

Initiative Musik is coordinating the German joint presentation at South by Southwest (SXSW) in Austin, Texas as its largest project aimed at exporting music. The time and effort dedicated to participating in the showcase festival and the SXSW Music Conference provides newcomer bands with an extraordinary opportunity to build international business contacts, especially in the American music market. The German joint appearance is part of the foreign trade show and international music export program of the federal government and is financed by partners from several German federal states. On behalf of the Federal Ministry for Economic Affairs and Energy and the Ministry’s Cultural and Creative Industries Initiative, Initiative Musik organizes the German joint SXSW appearance for the ninth time in 2018.

Initiative Musik is supported by the German Society for the Administration of Neighboring Rights (GVL), the German Music Authors’ Society (GEMA), and the German Music Council (Deutscher Musikrat). The bulk of the project’s funding is provided by the German Federal Commissioner for Culture and the Media. This is reflected in the structure of the partners and the representation on Initiative Musik’s supervisory board, which consists of representatives from the German music industry and the Federal Government.

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FUNDING BODIES, SHAREHOLDERS AND PARTNERS:

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FIND OUT MORE ABOUT THE GERMAN ARTISTS PARTICIPATING AT SXSW MUSIC FESTIVAL 2018 AS WELL AS BAND INFORMATION, CONCERT DATES AND PLAYLIST AT WWW.GERMAN-HAUS.COM